

69339

*National  
Republican  
Senate  
Campaign*  
2012

Client: NRSC 2012  
Product:  
Campaign: TV: 10/31-11/6/12

# Station Order

Nebo Media  
Washington, DC

Rev #: 0  
Flight From: 10/31/2012 to 11/06/2012 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Estimate No.:

Contract No.:

Job No.:

Buyer Name: Lara Marcello  
Actg. Order No.: 2916  
WS Order No.: 76379  
Contract No.:

Market: CINCINNATI  
Station: WKRC  
Station Contact: Millennium - Stacey Bibb

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross											Total Spots
				Rate/ Total	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06				
1	MTWRF-- 05:30A-06:00A	EM 30	GD MRN CIN@530	\$1,200.00 \$4,800.00	.	1	1	.	.	1	1	4	P1		
2	MTWRF-- 06:00A-06:30A	EM 30	GD MRN CIN@6	\$1,600.00 \$6,400.00	.	1	1	.	.	1	1	4	P1		
3	MTWRF-- 06:30A-07:00A	EM 30	GD MRN CIN@630	\$1,600.00 \$6,400.00	.	1	1	.	.	1	1	4	P1		
4	MTWRF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$1,000.00 \$4,000.00	.	1	1	.	.	1	1	4	P1		
5	MTWRF-- 10:00A-11:00A	DT 30	ANDERSON	\$750.00 \$3,000.00	.	1	1	.	.	1	1	4	P1		
6	MTWRF-- 12:00P-12:30P	DT 30	LOCAL12 NWS-NN	\$2,800.00 \$8,400.00	.	1	1	.	.	1	.	3	P1		
7	MTWRF-- 05:00P-05:30P	EN 30	NEWS	\$3,000.00 \$9,000.00	.	1	1	.	.	1	.	3	P1		
8	MTWRF-- 05:30P-06:00P	EN 30	12 NWS 5:30P	\$3,500.00 \$10,500.00	.	1	1	.	.	1	.	3	P1		
9	MTWRF-- 06:00P-06:30P	EN 30	NEWS	\$4,000.00 \$12,000.00	.	1	1	.	.	1	.	3	P1		
10	MTWRF-- 07:00P-07:30P	PA 30	INSIDE EDITION	\$3,000.00 \$9,000.00	.	1	1	.	.	1	.	3	P1		
11	MTWRF-- 11:00P-11:30P	LN 30	NEWS AT 11P	\$4,000.00 \$12,000.00	.	1	1	.	.	1	.	3	P2		
12	----F-- 10:00P-11:00P	PT 30	BLUE BLOODS	\$11,000.00 \$11,000.00	.	.	1	.	.	.	.	1	P1		
13	-----S- 07:00A-08:00A	EM 30	LOCAL12NW-SA 7	\$1,200.00 \$12,000.00	.	.	.	1	.	.	.	1	P1		
14	-----Su 10:00P-11:00P	PT 30	MENTALIST	\$12,000.00 \$12,000.00	.	.	.	.	1	.	.	1	P2		
				\$109,700.00	.	11	12	1	1	1	11	5	41		

Month	Spots	Station Gross	
		Dollars	
Nov	41	\$109,700.00	
	41	\$109,700.00	

By: \_\_\_\_\_



Order / Rev: 69339 Advertiser: Natioanl Republic Senate Comm 2012  
 Alt Order #: Product Desc: Local 12 WKRC-TV  
 Flight Dates: 11/01/12 - 11/06/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	11/01/12	11/06/12	CBS This Morning CBS Morning News	CM	7a-9a	MT-TF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/31/12		11/06/12	11/06/12	MT--TF--	4	\$1,000.00	0.00								
N 5	WKRC	11/01/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MT-TF--	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/31/12		11/06/12	11/06/12	MT--TF--	4	\$750.00	0.00								
N 6	WKRC	11/01/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	M--TF--	:30	3	\$2,800.00	P-1	0.00	NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/31/12		11/06/12	11/06/12	M--TF--	3	\$2,800.00	0.00								
N 7	WKRC	11/01/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	M--TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M--TF--	3	\$3,000.00	0.00								
N 8	WKRC	11/01/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	M--TF--	:30	3	\$3,500.00	P-1	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M--TF--	3	\$3,500.00	0.00								
N 9	WKRC	11/01/12	11/05/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	M--TF--	:30	3	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M--TF--	3	\$4,000.00	0.00								
N 10	WKRC	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M--TF--	3	\$3,000.00	0.00								
N 11	WKRC	11/01/12	11/05/12	11p M-F Local 12 News 11p M-F Local 12 News	CM	11p-1135p	M--TF--	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M--TF--	3	\$4,000.00	0.00								
N 12	WKRC	11/02/12	11/02/12	Fri Reg 3 Fri Reg 3	CM	10p-11p	-----F--	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----F--	1	\$11,000.00	0.00								
N 13	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----S-	1	\$1,200.00	0.00								
N 14	WKRC	11/04/12	11/04/12	Sun Reg 4 Sun Reg 4	CM	10p-11p	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----S	1	\$12,000.00	0.00								
													Totals	41	\$109,700.00